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Composing Digital Media

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Visual Argument Reflection

When designing my visual argument, I wanted to address an issue related to the pandemic. For my family personally, my dad being a restaurant owner and sole provider for our family, we struggled financially. Small businesses everywhere were closing or going into debt due to being closed by the pandemic, and many didn’t have the same funds saved as larger corporations. The purpose of my visual argument is to encourage buying products from small businesses rather than corporations. I know that my design will not be able to cause everyone to shop small for every item they purchase, but the goal is to remind or change the mind of one person walking by so that maybe they’ll order from a local restaurant that night rather than from Chipotle, or McDonald’s. My audience is people who typically buy products from corporations. In my design I used rhetorical strategies like visual rhythm, color balance, a flow of images, as well as an aspect of pathos. My design consists of four images, all on different layers to show four examples of businesses that might have struggled during the pandemic. They are all wearing their masks, and they each have one word at the bottom of their picture. This creates visual rhythm as well as a flow of images. Although there are four images, it creates a simplistic and symmetrical design that is easy on the eye. There is a similar color tone, which I created by adjusting the saturation and tone of each image; this hopefully created a more cohesive design. Lastly, I added an aspect of pathos by including the business owners and their faces specifically. Including faces adds an emotional aspect to design because the audience tends to feel differently than if there were only words supporting the cause. These strategies were achieved through cropping images, adjusting saturation, using the blur tool, as well as selecting and editing the appropriate font style. Overall, I hoped to create a simple and emotional design to encourage people to shop at small business through a time where they especially need the support.